



COMPANY ANALYSIS

HASIM ENTERPRISE

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1.0 INTRODUCTION

1.1 Background of the study

The furniture manufacturing industry is a raw material-based industry in the production of furniture products. Raw materials used such as rubber, teak, rattan and various types of wood, in addition to raw materials such as iron / metal, aluminum and leather, are also used. furniture can be divided into many branches such as:

- Office furniture
- Bedroom furniture
- Sofa furniture
- Occasional furniture
- Dining and miscellaneous furniture sets

Overview of the Furniture Industry Industrial Development

- The history of manufacturing and exporting furniture in Malaysia began relatively slowly with the growth of small factories in late 1970s
- The Malaysian furniture industry entered the export era only in the mid- 1980s with exports amounting to RM25 million in 1985
- Malaysia's furniture exports continue to grow with a record total exports of RM1.228 billion and increase of almost RM1 billion annually.
- For example, total exports amounted to RM2.078 billion in 1995, RM3.094 billion (1997), nearly RM5 billion (1999), over RM5 billion (2000), RM7.67 billion (2005) and rose to a high of RM8.19 billion in 2006.
- Malaysian furniture exports are expected to grow between seven and nine percent annually
- By the end of 2005, the United States was still the largest importer of Malaysian furniture at 33.5 percent. It was followed by Japan (10.25 percent) and the United Kingdom (8.85 percent).
- Regarding the type of furniture, the record shows that 81.41 per cent came from wood furniture especially rubber followed by metal (12.30 per cent). While rattan furniture accounted for only 0.65 per cent of the country's total furniture exports.
- The prospects for the furniture industry are promising despite Malaysia having to compete with other neighboring countries such as Thailand, Indonesia, Philippines, Vietnam and China.
- Like Malaysia, these countries are also striving to accelerate their activities by exploring and seeking new markets.

1.2 Problem Statement

Hasim Enterprise faced technological weakness in the production of furniture as well as the relatively small number of workers or labor. Workers at the company needed to work extra time due to this problem. This also effect the production of product as they unable to produce large quantities of furniture daily. While these factories are unable to produce large quantities of furniture, the profitability is also small, and the choice of furniture is small compared to the larger furniture factories. Most customers would prefer to buy furniture at more factories and have the option to make the best choice.

Next, the customer including their regular customer preferences change to furniture made from wood other than rubber timber and furniture imported from abroad, the threat to this factory is that it may lose customers and demand for its furniture will decrease. This will cause the factory to lose or even make a small profit.

In addition, the threat to these factories is due to the rise in personal taxation which has led to the fact that the plant has to incur significant costs. As we know taxes effect economy through their impact on demand. Tax cuts boost demand by increasing disposable income and by encouraging businesses to hire and invest more. Tax increases do the reverse. These demand effects can be substantial when the economy is weak but smaller when it is operating near capacity.

The factory uses low-tech, old and less sophisticated technology, resulting in insufficient equipment to meet the demand for furniture requested by customers. The time it takes for a worker to prepare a piece of furniture is a bit long.

1.3 Purpose of The Study

- i. To study the problems that face by Hasim Enterprise in term of weakness and tread
- ii. To study the strength and opportunity of Hasim Enterprise
- iii. To make an inovasion product as an outcome for the problems faced by Hasim Enterprise

2.0 COMPANY INFORMATION

2.1 Background of the company

Hasim Enterprise's furniture store opened in December 1997 when the country's economy was in a state of shock. Established and developed on its own premises. In the early days of opening, the place / location was rented for about 3 years but is now a private property. Once the land was owned by the company, the company expanded the furniture store from a small building into a 2-story building. This furniture store is a husband (family) business. Originally the owner was only from a factory clerk (his wife) and a night market trader (husband). The owner of this company is Hashim Ismail (husband) and Masnah Hassan (wife)

The idea of opening this store came from her husband's interest in the craft of handicrafts. After marrying and having two children, they decided to open a shop on their own. Fully capitalize on their own on a small scale. Proof of expertise in making furniture can be seen through the design of its office designed by Hasim owner of the company. Workers manage the shop which sells 15 furniture while 6 workers are factory workers who are only assigned to make furniture. These are Bangladeshi workers who are skilled in furniture making. Sell custom made items by their factory located directly behind their furniture factory. There is self-made furniture that other factories / shops do not. Able to change existing furniture design to create a bit of variety and diversify existing designs. Open from 9am to 11pm. The store is open daily from Monday to Sunday.

Mission

- To stay for the sake of children and families
- Opening branches elsewhere

Company profile (Summary)

- Factory name: Hasim Enterprise
 - Year opened: furniture sales in 1997
- The factory operated in 2009
- Form of company: a family business (husband and wife)
 - Company Owner / Founder: Hashim Ismail
Masnah Hassan
 - Ownership: Bumiputera
 - Business category: control and management by family members
 - Industry type: Small and medium enterprises (SMI)

Factory location

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